

Abstract

- A method for electronically transacting a trade between a commercial provider and a customer of a merchant. The method is also for electronically paying all of the participants involved with enabling the transaction from the payment made by
- 5 the customer in consideration of the trade. The method involves entering into agreements for valuable or other consideration with (i) the commercial provider for providing a good or service to a potential customer of the merchant; and (ii) the merchant for offering the good or service of the commercial provider to its customers. Thereafter, the method involves:
- 10
- electronically transacting with the customer of the merchant the provision of the good or service of the commercial provider to the customer;
 - using an electronic payment system to handle payment of a good or service of the commercial provider purchased by the customer;
 - electronically authorising the provision of the good or service of the
- 15 commercial provider upon confirmation of payment by the electronic payment system;
- electronically distributing the valuable consideration in respect of the payment to the commercial provider and to the merchant, in accordance with the respective agreements made.
- 20 A system for performing the aforementioned method is also described.